

CITY OF BUCKEYE

WELCOME TO ARIZONA'S BIGGEST OPPORTUNITY.




BUCKEYE, AZ



INTRODUCTION

SO, WHAT IS THIS BOOK ABOUT ANYWAY?

This book is the final piece of an extensive research project conducted by the City of Buckeye to gain a better understanding of how people currently perceive the city. The objective is to develop new messaging that better communicates Buckeye’s great attributes and vision for the future. As the country’s 15th fastest growing city, Buckeye is experiencing tremendous growth including new residential and business development, and exciting ideas on how to become a model 21st century city. Unfortunately, many still perceive Buckeye as a small, rural farming town in

the middle of nowhere with little to offer, a false perception that impedes growth and makes it difficult to attract new residents and innovative businesses.

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The research preceding this book involved an online survey of more than 300 residents, non-residents, city employees and business owners; interviews with City department directors and key staff members; and a half-day messaging seminar with key City stakeholders, including the City Manager. The insights and findings from the research, some of which are included in this book, were used to formulate a master communications plan for Buckeye that helps shed its old town perception while conveying fresh new excitement for the future.



BUCKEYE WAS A BUSTLING TOWN
WITH A RAILWAY STOP BEHIND IT AND
BRIGHT FUTURE AHEAD OF IT.

THE IRRIGATION CANAL IN BUCKEYE GREW CROPS FROM WHICH SPROUTED AN ENTIRE CITY.



The City of Buckeye has a big past. Founded in 1888, Buckeye was first settled as an agricultural town. Its high water table and new 10-mile irrigation canal made it the perfect place to grow high-demand crops like alfalfa. As the crops grew and prospered, so did the town. More farmers and families moved in. Churches were built. Businesses were established. Before long, Buckeye was a bustling town with a railway stop behind it and a bright future ahead of it. The possibilities extended as far as the eye could see and it didn't take long for businesses and residents to realize that, as big as Buckeye's past was, the city's future was even bigger.





TARGET AUDIENCE #1

CURRENT AND FUTURE RESIDENTS



Buckeye is one of the fastest growing cities in the country, and it wouldn't be so without the residents who are dedicated to its positive growth. The people that live in Buckeye are hugely invested in their community and to making it the most ideal place to live and raise families. Neighbors stop to say hello, business owners know you by name and community events are the core of its culture.

“ I feel comfortable, like I'm at home. It's very peaceful and relaxing.

There are friendly people here with roots in the community. And it's quiet, safe and affordable.

”

“ The scenery is beautiful out here near the mountains, with a front row view of the best sunsets on earth.

TARGET AUDIENCE #2

CURRENT AND PROSPECTIVE BUCKEYE BUSINESSES



One of the most impressive attributes of Buckeye is its vision for growth and dedication to business development. Whether you're a third-generation small business owner, a national retailer or a newly hatched tech startup, Buckeye offers unique opportunities for you and your employees. The housing is affordable, there's always room to expand and you get to feel like you are a part of something big. And when it comes to business, Buckeye is the next big thing.

Buckeye is much improved and is on the right path for growth. I'm happy to be a part of what's happening here.

A well-maintained, innovative and attractive community that is sustainable on its own.

There's lots of room to grow here, which provides great opportunities for businesses.





TARGET AUDIENCE #3

VISITORS OF BUCKEYE



In Buckeye, you can escape the hustle and bustle of urban life. Mountain views are abundant, outdoor activities are plenty and community festivities never end. Combine all of Buckeye's offerings with its history and charm and you've got the perfect getaway from your daily grind.

Buckeye has the best of both worlds: Country living with great local community events.

Buckeye has a great history and is rich in culture - the people are proud here.

When I'm driving through Buckeye, I get that small town, good feeling.

BUCKEYE’S SMALL TOWN FEEL EVOKES POSITIVE EMOTIONS.



The research showed that Buckeye’s small town appeal is still a big draw for the city. That’s a good thing. Traffic, what’s that? The only time you slow-down is to wave to your neighbor. While most cities have lost their small town feel, Buckeye hasn’t. We certainly didn’t want to lose that in the messaging.

“Attracted to the rural atmosphere, natural open spaces and country living. Love the old west feeling.”

Affordable housing – you get much more bang for the buck in Buckeye.

“Small town feeling with a friendly sense of community, and it feels safe. Good environment to raise a family.”



PEOPLE EXPRESSED GREAT OPTIMISM ABOUT THE FUTURE.



Moving forward, we don’t want to lose the appeal of Buckeye’s great heritage and small town charm. However, we also don’t want its small town charm to overshadow the City’s commitment to the future and its openness to creating a 21st century city with research campuses, innovative architecture, unique residential communities, robust business and retail corridors, and extensive outdoor recreational activities. We received many comments regarding the excitement people felt about the future and the opportunities available. That optimism became an important theme in the new messaging.

“When driving through Buckeye, respondents felt relaxed, comfortable and still connected to the history. And they also felt excited because of the opportunities that lie ahead.”

The most important benefits Buckeye offers residents, workers and visitors are affordable housing, positive growth (while maintaining a small town feel), sense of belonging and opportunity for all.

When it comes to selling Buckeye to people who know little about the city, the most common responses were its small town feel with a big city vision, along with Buckeye being a great place to live and raise a family. Opportunity for growth was also a strong selling point.



WHILE BUCKEYE STILL HAS THAT
QUIET, SMALL TOWN CHARM ROOTED IN
ITS AGRICULTURAL HISTORY, ITS VISION
FOR THE FUTURE IS AS BIG AS ITS
CITY LIMITS.

BUCKEYE HAS BIG PLANS FOR THE FUTURE AND MORE THAN ENOUGH SPACE TO ACCOMMODATE THOSE PLANS.



Buckeye is the country's 15th fastest growing city and Arizona's largest city with over 600 square miles of land. Property is available and opportunity is abundant for prospective residents and businesses. Anyone who lives and works in Buckeye now is on the ground floor of what will be one of Arizona's most incredible and accessible cities.



OUTDOOR RECREATION

Buckeye is currently working hard with Arizona legislators to preserve beautiful land throughout Buckeye for outdoor recreation. The plans include the creation of one of the state's largest outdoor hiking trail systems, new recreational lakes for boating and fishing, and restoring the once flowing Gila River. It will be a place that gets the heart pumping – whether you are just admiring the scenery or hiking through it.



EDUCATION

New educational opportunities and research campuses are in the works, including a West-MEC campus, new library, ASU entrepreneur innovation center, and a new Grand Canyon University bachelor degree program. Buckeye is highly attractive to tech companies and businesses requiring large warehouse-type facilities, low rent and easy highway access.

BUCKEYE'S BUSINESS OBJECTIVES



JOB

Buckeye's economic goal is to have one job for every resident. Currently, we have 0.3 jobs per resident. We want to obtain high quality jobs so we import workers, not export them to other places.

- ◇ Attract Canadian businesses
- ◇ Provide executive housing opportunities
- ◇ Increase housing to 1,000 new homes per year
- ◇ Add retail

TRANSPORTATION

Buckeye has planes, trains and traffic opportunities. Constructing our major roadways will help with safety issues, future growth, and economic development. We also own and operate our own airport, and have access to the rail. Here are some of our goals for Buckeye transportation:

- ◇ Widen I-10 and build out freeway interchanges
- ◇ Capture freeway traffic so consumers spend money
- ◇ SR-30 construction as a reliever route to I-10
- ◇ Airport development
- ◇ I-11 construction to connect us to Nevada
- ◇ Increase rail yard opportunities and future double track

FUN

The survey showed that Buckeye residents appreciate the abundance of outdoor amenities unique to our area. But they also had some great suggestions on what Buckeye can do to enhance the living experience even more.

- ◇ Secure a full-service resort
- ◇ Add recreational activities, specifically river recreation
- ◇ Obtain amenity businesses (movie theatres, bowling alleys, family entertainment centers)



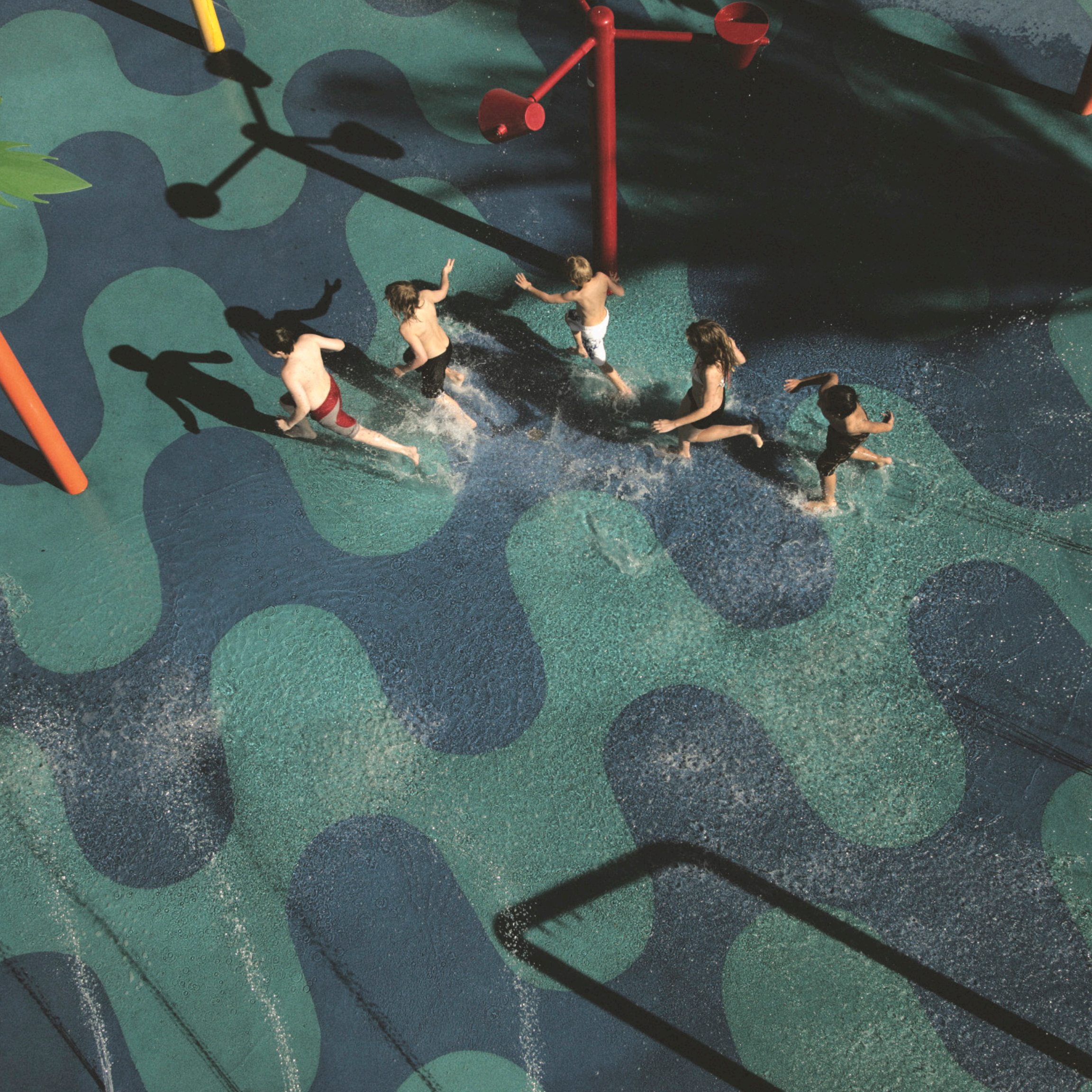
FUNCTIONAL BENEFITS



Functional Benefits refer to the facts - the empirical evidence that distinguishes Buckeye from other Phoenix metropolitan cities. These are the rational reasons that prospective residents, businesses and visitors should rank Buckeye high on their list of places to be.

- ◇ **You can build here**, we’ve got the land.
- ◇ **We’ve got water**. Buckeye sits on an aquifer.
- ◇ **We’re safe!** Ranked one of Arizona’s safest cities.
- ◇ **Shh.** There’s an abundance of quiet spaces.
- ◇ **We’re cultured.** Check out the collection of art and history at our museum.
- ◇ **We’re well read.** Buckeye has two libraries, award winning schools, a new West-MEC campus, EMCC campus, a degree program from Grand Canyon University and an entrepreneur innovation program fueled by ASU.
- ◇ **Premium properties.** Undeveloped, available freeway frontage properties and future water front properties.
- ◇ **Live like a king.** You can still get a great deal on quality housing.
- ◇ **Be entertained!** Rodeos, demolition derbies, marathons and community events with 75 years of history behind them.
- ◇ **Eat fresh.** We support farming and agriculture.





EMOTIONAL BENEFITS



Emotional Benefits refer to how Buckeye makes you feel. What are the underlying connections that tug at your heart? Whether you are a resident, business or visitor, here are some of the strong feelings that respondents had about Buckeye. These emotions will be an important part of the final messaging.

I have bonding memories and traditions, getting back to the old frontier.

It's a relaxing place to work and drive to—it's a more stress-free environment.

I feel proud to say I live in Buckeye.

It's a comforting feeling, it's a very friendly place.

I've arrived, I feel content.

Buckeye is a place where you have personal connections with people.

I can look at open spaces and I feel relaxed.

I watch them plant the crop, grow the crop and harvest the crop—there's not a lot of places where you can watch this agricultural process.

VALUES



- ◇ Hard working
- ◇ Ethical
- ◇ Responsive government
- ◇ Protective
- ◇ Trust and respect
- ◇ We do more than just what is necessary
- ◇ Creating the fabric of community that residents can be proud of
- ◇ Strong and proud
- ◇ Make decisions that keep us intact
- ◇ Leadership development that transcends the community
- ◇ Tireless energy

PERSONALITY



- ◇ Playful
- ◇ Friendly and respectful
- ◇ Casual, but still respected
- ◇ Helpful
- ◇ Determined
- ◇ Focused on continuous improvement
- ◇ Neighborly
- ◇ Open to new ideas
- ◇ Quick learning



When asked if Buckeye were a famous celebrity, the most consistent answer was John Wayne, because of his western, rugged, dependable and family orientation.



CONCLUSION:

ESPECIALLY FOR
WANT TO FEEL LIKE
COMMUNITY AND
BUCKEYE HAS A
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CITY OF BUCKEYE MESSAGING PLATFORM

The reasons to live in Buckeye, do business in Buckeye and visit Buckeye extend well beyond its 360° horizons. Buckeye is pro-business with easy access to major highways, a thoughtful plan for growth and miles of available land. With new schools, technology, parks, homes and new opportunities moving in, Buckeye's vision for the future is as vast as its city limits. It's truly one of the few remaining Arizona cities where opportunity can be seen in every direction and from virtually every vantage point. Buckeye, be a part of something big.

CITY OF BUCKEYE



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